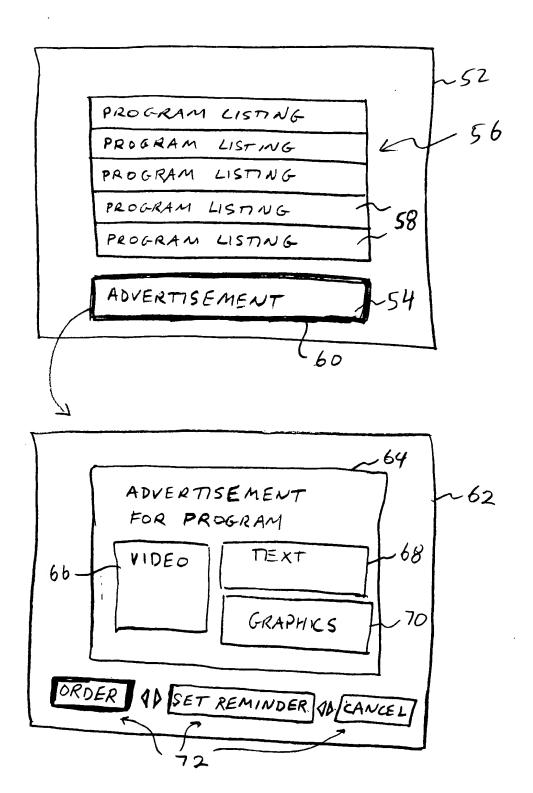
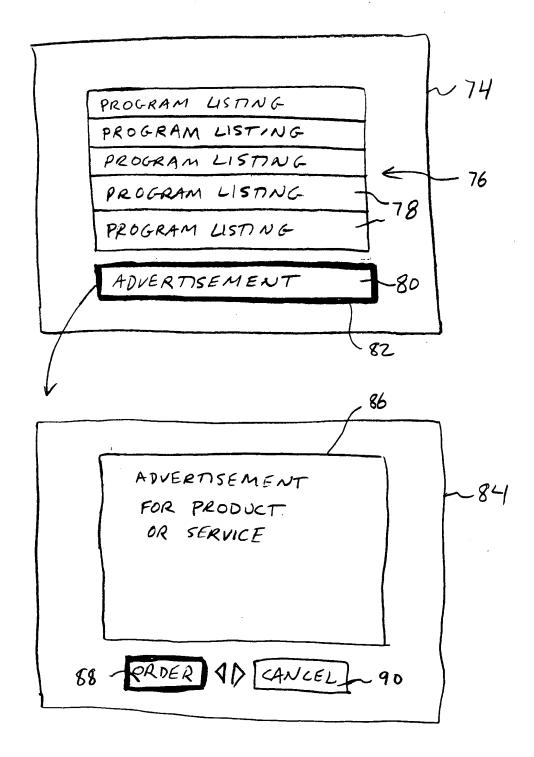


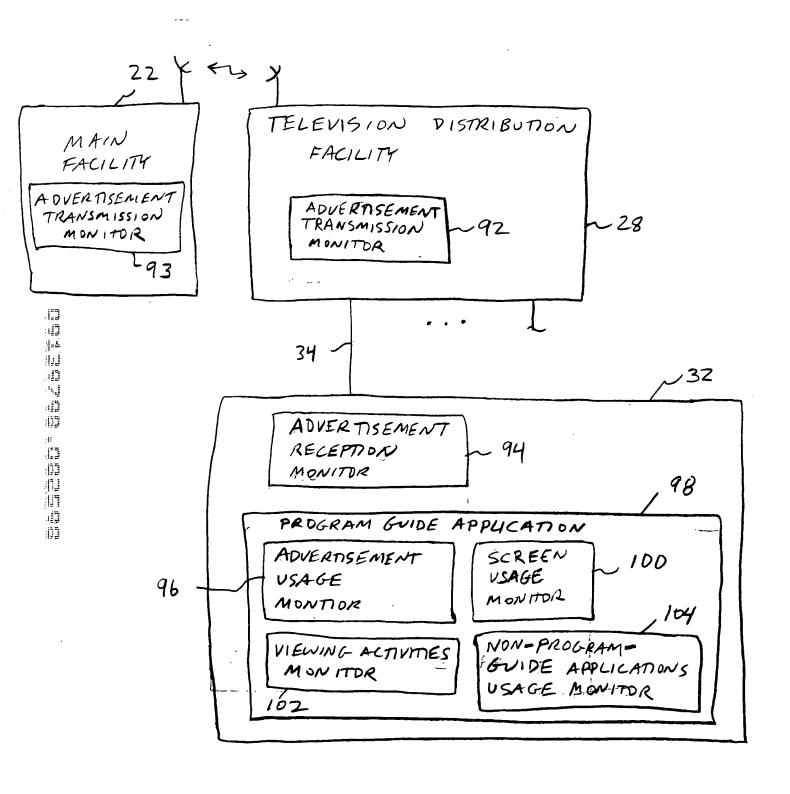
FIG. 1



F16. 2



F16,3



F16.4

	106
108	- ADVERTISEMENT I DENTIFIER
110	- INFORMATION. ON WHETHER ADVERTISEMENT WAS TRANSMITTED CORRECTLY
112	- INFORMATION ON WHETHER ADVERTISEMENT WAS RECEIVED CORRECTLY
114	- INFORMATION ON THE NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED
116 -	- INFORMATION ON WHICH PROGRAM GUIDE SCREENS ADVERTISEMENT WAS DISPLAYED ON
118	INFORMATION ON WHICH SCREENS WERE  ACTIVE WHEN THE ADVERTISEMENT  WAS SELECTED BY THE USER
120	INFORMATION ON USER ACTIONS THAT RESULTED DIRECTLY FROM SELECTING THE ADVERTISEMENT, SUCH AS WATCHING APROGRAM, RECORDING A PROGRAM, PURCHASING A PROGRAM, ETC.
122	DATE AND TIME ADVERTISEMENT DISPLAYED  OR ACTION TAKEN

F16.5

126 SCREEN IDENTIFIER

128 INFORMATION ON FREQUENCY WITH WHICH
SCREEN IS DISPLAYED

130 INFORMATION ON DURATION OF SCREEN DISPLAY

132 INFORMATION ON HOW USER ARRIVES AT SCREEN

134 INFORMATION ON ACTIONS USER TAKES FROM SCREEN

F16.6

136

PROGRAM IDENTIFIER

INFORMATION ON WHETHER USER
INTERACTS WITH PROGRAM ENIDE

INFORMATION ON WHETHER MUTE
FUNCTION IS USED

INFORMATION ON WHETHER SCREEN
OVERLAYS PRESENT

F16.7

148 NON-PROGRAM-GUIDE APPLICATION IDENTIFIER

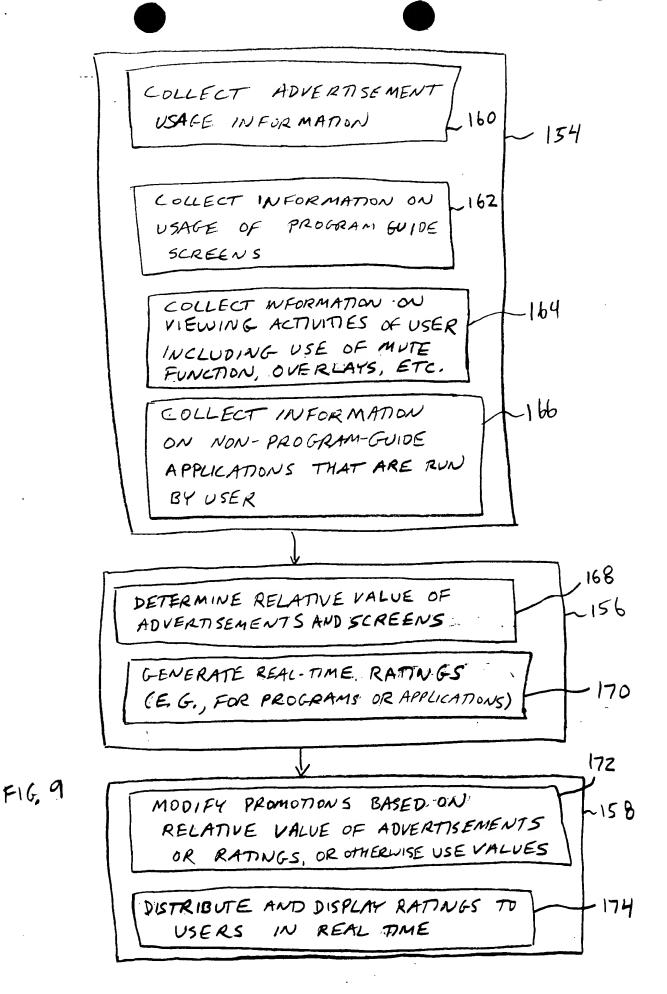
150 INFORMATION ON HOW USER INVOKES

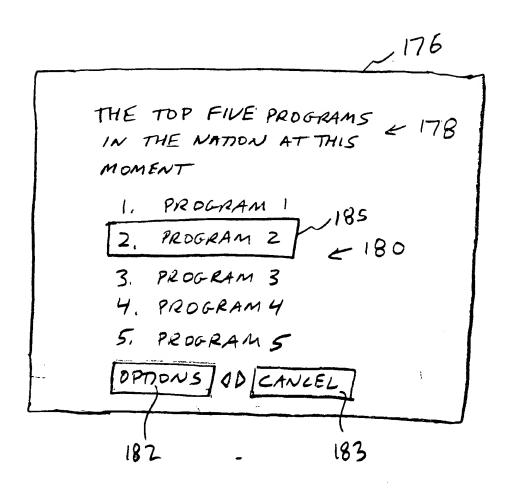
NON-PROGRAM-GUIDE APPLICATION

152 INFORMATION ON AMOUNT OF USE DE

NON-PROGRAM-GUIDE APPLICATION

F16. 8





F16, 10a

```
PROVIDE USER WITH

OPPORTUNITY TO SELECT

PROGRAM (OR OTHER LISTING)

USER

SELECTS

PROVIDE VSER WITH

OPPORTUNITY TO TAKE

ACTION (E. 6., SET A

REMINDER, PURCHASE,

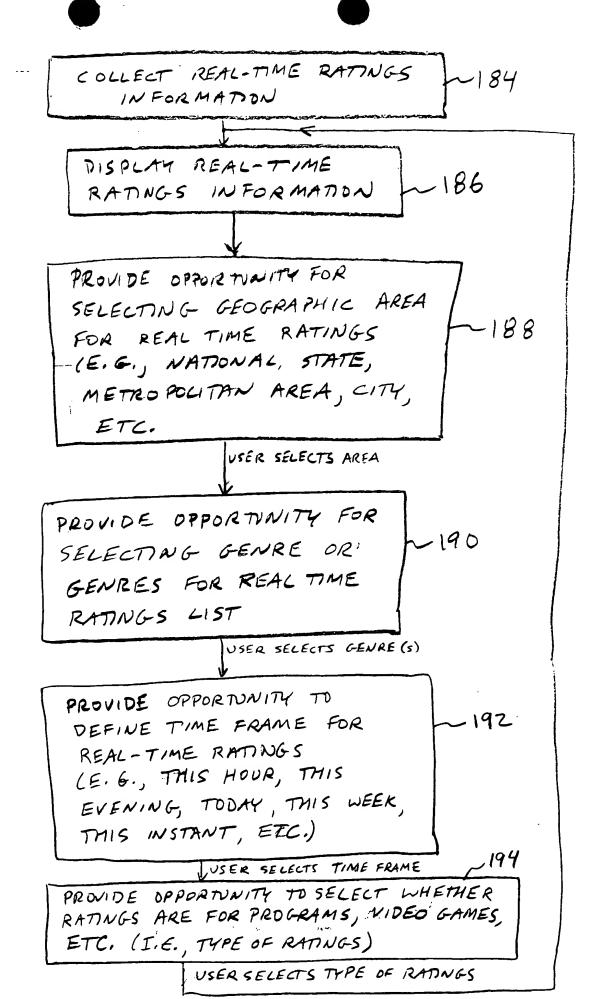
OR RECORD)
```

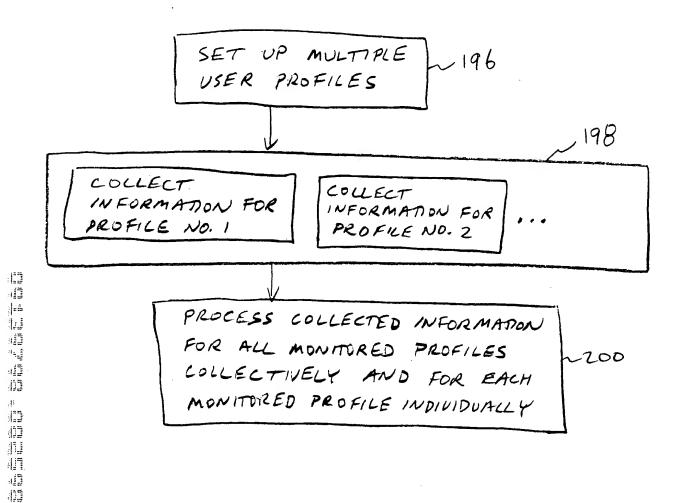
F16.10b

and that the that then the line that

the fact and the table to the fact the fact the fact the

FIG. 11





F16, 12

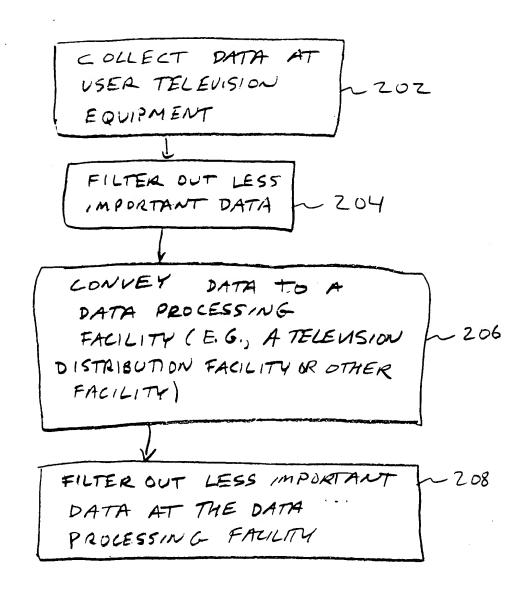


FIG. 13

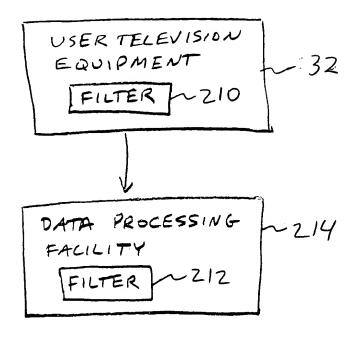


FIG. 14

220

216

FILTER

218

FILTER BASED ON
SPECIFIC ADVERTISEMENTS
OR ACTIONS TO BE
COLLECTED

FILTER BASED ON VIEWER DEMOGRAPHICS (INCLUDING DEMOGRAPHICS CALCULATED AUTOMATICALLY BY PROGRAM GUIDE)

ngiange denge

FIG. 15